

Reese P. Stanley
Key Account Manager
Washington, DC #2940

Sent Via Electronic Mail

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Leesburg, VA 20178-7418

(703) 777-8538
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August 2, 1996

TO: ROU #s 1210 1310
1710 2110 (Please distribute to all personnel)
2910

RE: F.A. Davis & Sons -- Account #146880
MD-VA-NC Wholesalers (Davis/Baltimore) -- Account #699713
MD-VA-NC Wholesalers (Davis/Ashland) -- Account #699715

Ladies and Gentlemen:

As information, F.A. Davis Distributors has approved continuation of our **\$1.00 per carton off-invoice** promotion on all cartons of Pilot Private Label brand styles through August 31, 1996.

This commitment to our Partnership with Davis once again provides RJR an **excellent** opportunity to grow our Savings business with this important Direct Account.

In addition, with Region Manager approval, the Doral Share of Category Program is a valuable resource to further "bundle" our Retail Partners Program.

Lastly, to assist with you efforts, we are including:

- Prebook Forms
- Sales Flyer

Your assistance and follow-through in presenting Pilot to **all** accounts serviced by Davis is greatly appreciated.

Sincerely,

Reese
R.P. Stanley
KAM - #2940

RPS:jk
cc: G.A. Young
J.R. Loftin, Jr.
P.E. Schmidt
M.A. Young
W.F. Tucker
KAM J.M. Birkin

	Sales	Retail
1221		1222 25, 20, 26
1222	3	1223
1223		1226 26
1224		1229
1225		ROM
1226		PC SC
1229		MC PA
1240		
1244		RSM RBM

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